USE CASE

Life Circle is a health tech startup based in India, in partnership with Groupe SOS, France, and Senior Aging Growth Engine, Govt. of India. It provides home healthcare services, including nursing, caregiving, medical equipment, consulting, and more, targeted towards elderly and post-operative patients. Having established itself in select cities in India, Life Circle set the following goals:

1. Increase customer base significantly through online and digital channels.

2. Improve consistency of service quality through process digitization.

3. Source nurses and caregivers from tier 2-3 cities and remote locations in India through a mobile app-first strategy.

To achieve these objectives, Life Circle engaged AIEdge on a Build-Operate-Transfer (BOT) basis to conceptualize, design, develop, implement, support, and transition a set of mobile and web apps for customer and workforce use.

SOLUTION

AIEdge identified several critical success factors for the project:

1. **Trust, Care, and Quality:** The mobile app developed by AIEdge needed to reflect Life Circle's core values of trust, care, and quality, increasing the likelihood of customer engagement and service uptake.

2. **Safety and Security:** The solution was designed to ensure the safety and security of both clients and healthcare workers by:

    o Integrating with multiple background checks (police verification, reference checks, government ID verification, etc.) for on-demand verification of new healthcare workers.

    o Providing a mobile app for "Care Managers" to conduct periodic client visits for progress monitoring, care planning, feedback, safety checks, mentoring, and cross-selling.

3. **End-to-End Digitization:** Serving patients at home requires seamless collaboration among the nurse, care manager, and back-office teams. Therefore, a suite of integrated mobile and web apps was developed for clients, care managers, nurses, caregivers, and the back-office team to ensure smooth communication and operations.

4. **Innovation:** AIEdge collaborated closely with Life Circle to understand their business processes and conceptualize tailored solutions.

APPROACH

Business Process Study/Reengineering
To ensure project success, AIEdge partnered with Life Circle to gain deep insights into their business processes and challenges. A series of joint brainstorming and requirements sessions were held, leading to the decision to proceed with in-house developed solutions to automate Life Circle's business processes.

UI/UX Design
Leveraging their expertise in UI/UX design, AIEdge crafted a suite of applications with user-friendly interfaces tailored to Life Circle's specific needs. The focus was on reflecting core values (trust, care, and quality) while delivering functional benefits to users.

Software Architecture
AIEdge proposed a modern, scalable, and maintainable software architecture. The tech stack selected for this project included:

- Angular JS
- Flutter with GetX
- Node JS
- Python
- PHP (for legacy applications)
- MySQL
- AWS

This architecture was designed to integrate cloud-based systems, databases, APIs, middleware, and front-end solutions, ensuring robustness and future-proof scalability.

Implementation
The project was successfully implemented in 2024.

RESULTS

	5x Life Circle is poised for multifactor growth over the next few years.
	2x Service quality has significantly improved due to digital "Personalized Care Plans," task management, and reminders for nurses and care managers.
	100% Augmented safety measures for both patients and healthcare workers.
	50% End-to-end integration, digitization, and automation, such as "automated matching of healthcare workers," have delivered significant benefits.

CONCLUSION

Through strategic collaboration and innovation, Life Circle has successfully enhanced its service delivery and operational efficiency, positioning itself for substantial growth and improved customer success in the home healthcare industry